

Message Text

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PAGE 01 STATE 006079

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/OIM/RM. 4211/RTURNER, CMM/LFM

APPROVED BY EB/OCA/CM/JJREILLY

COM/OIM/DM/CBARRETT

EUR/RPE/RBRESLER (INFO)

-----120016Z 010679 /62

P 112214Z JAN 77

FM SECSTATE WASHDC

TO AMEMBASSY LISBON PRIORITY

INFO AMEMBASSY MADRID PRIORITY

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E.O. 11652: N/A

TAGS:BEXP, SP, PO

SUBJECT: PEPSI COLA INVESTMENT IN PORTUGAL

REF: (A) LISBON 0147 (B) STATE 312501

1. UPON RECEIPT REF (A), USDOC CONTACTED A.J. COSTA, V.P. PEPSICO INTERNATIONAL (PI), WHO, IN TURN, PROVIDED FOLLOW-
ING INFORMATION:

2. ROCHA DOS SANTOS IS NOT DIRECTLY INVOLVED WITH PI
IN SPAIN AND NEITHER HE NOR F.F. SIMOES ARE ACTING ON PI'S
BEHALF. SANTOS FROM LISBON AND WAS ENGINEER WITH SCC
BREWERIES UNTIL ITS RECENT NATIONALIZATION, AFTER WHICH
HE WENT TO MADRID. HE CURRENTLY IS A RANKING ENGINEER/
EMPLOYEE WITH RIO BLANCO THERE. LATTER HAS SCHWEPPES
FRANCHISE FOR ALL SPAIN AND ALSO PARTIAL, LOCAL FRANCHISE
(SOME MARKETS) FOR PI.

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3. COSTA CONSIDERED SANTOS' REQUEST FOR LUNCHEON WITH
AMBASSADOR IS ATTEMPT TO INTERVENE ON BEHALF SCC; IMPLI-
CATION BEING P.I. WOULD BE GRANTING TACIT APPROVAL THIS
REQUEST. COSTA ASSURED USDOC NO SUCH APPROVAL EVER
DISCUSSED WITH PI OFFICIALS, MUCH LESS GRANTED, AND STATED

HE SAW NO PURPOSE IN PROPOSED LUNCHEON IF THIS TO BE
MAIN TOPIC OF DISCUSSION.

4. FERNANDO FARINHA SIMOES WAS UNKNOWN TO COSTA.

5. COSTA MADE NO CHANGE IN HIS EARLIER (REF. B) COMMENTS
CONCERNING MATEUS NEGOTIATIONS.

ROBINSON

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 11-Jan-1977 12:00:00 am
Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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ISecure: 1
Legacy Key: link1977/newtext/t19770161/aaaacbvr.tel
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Litigation Code IDs:
Litigation Codes:
Litigation History:
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Original Handling Restrictions: n/a
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TAGS: BEXP, SP, PO
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